

NEW URBAN WEST, INC.
EQUESTRIAN MARKETING PROGRAM FOR PROPOSED RESIDENTIAL PROJECT
1105 RIVERSIDE DRIVE
2/3/12

1. TARGET MARKETING TO EQUESTRIANS

- Advertisements in Equestrian Publications:
 - Riding Magazine
 - Additional publications to be researched.
- Advertisements in LAEC Event Programs

2. PARTNERSHIPS WITH LOCAL STABLES

- NUWI will arrange for new homeowner stabling for ten (10) horses at one or more of the following local stables:
 - Los Angeles Equestrian Center
 - Silver Spurs Stables
 - Circle K Riding Stables
 - Bennett Farms at the Los Angeles Equestrian Center
 - Triple R Boarding Stables
- Provide one year of free stabling for one (1) horse for the first ten (10) equestrian homebuyers to purchase a new home in the project. The first year's costs paid in full by NUWI.

3. EQUESTRIAN ART PIECE

- NUWI plans to commission a local artist to provide an equestrian sculpture that will be installed and celebrated in the landscape setback along Riverside Drive, nearest the Mariposa corner.